

Syllabus

1. Programme information

1.1. Institution	THE BUCHAREST UNIVERSITY OF ECONOMIC STUDIES
1.2. Faculty	Business Administration in Foreign Languages
1.3. Departments	Department of Business Administration in foreign languages (UNESCO chair)
1.4. Field of study	Business Administration
1.5. Cycle of studies	Master Studies
1.6. Education type	Full-time
1.7. Study programme	Business Administration
1.8. Language of study	English
1.9. Academic year	2019-2020

2. Information on the discipline

2.1. Name	Negotiation techniques for business								
2.2. Code	19.0254IF2.2-0001								
2.3. Year of study	2	2.4. Semester	2	2.5. Type of assessment	Test	2.6. Status of the discipline	O	2.7. Number of ECTS credits	5
2.8. Leaders	C(C)	prof.univ.dr. DIMA Mihaela-Alina					alina.dima@fabiz.ase.ro		
	C(C)	cadrul did. asoc. MAZE DOMINIQUE							
	S(S)	cadrul did. asoc. MAZE DOMINIQUE							
	S(S)	cadrul did. asoc. MADAN CATALIN ADRIAN					catalin.madan@fabiz.ase.ro		

3. Estimated Total Time

3.1. Number of weeks	14.00
3.2. Number of hours per week	4.00 of which
	C(C) 2.00
	S(S) 2.00
3.3. Total hours from curriculum	56.00 of which
	C(C) 28.00
	S(S) 28.00
3.4. Total hours of study per semester (ECTS*25)	125.00
3.5. Total hours of individual study	69.00
<i>Distribution of time for individual study</i>	
Study by the textbook, lecture notes, bibliography and student's own notes	20.00
Additional documentation in the library, on specialized online platforms and in the field	18.00
Preparation of seminars, labs, assignments, portfolios and essays	11.00
Tutorials	
Examinations	20.00
Other activities	

4. Prerequisites

4.1. of curriculum	
4.2. of competences	The identification of the economic implications associated with the functioning and administering of a subdivision of a business/ organization

5. Conditions

for the C(C)	Classroom with computer and videoprojector
for the S(S)	Classroom with computer and videoprojector

6. Acquired specific competences

	C2	Development, implementation and evaluation of business strategies efficiency
	C5	Development, adopting and implementing strategic and tactical decisions in organizations from different fields of activity
	C6	Use in an integrated manner of databases and knowledge in applying methods, techniques and procedures of business administration

7. Objectives of the discipline

7.1. General objective	The objective of this course is to describe and to analyze the behaviour of the individual as a customer and an employee inside an organization
7.2. Specific objectives	Examining the relationship between conflict and negotiation Exploring how personality and temperament influence style and negotiating techniques Recognition of personality links to conflict management style Providing effective strategies for different personality styles Discussing psychological and sociological factors in a negotiation process Identification of the style of negotiation and conflict management for students Providing theoretical basis for conflict resolution and practical and concrete alternatives - dispute resolution

8. Contents

8.1. C(C)		Teaching/Work methods	Recommendations for students
1	Aiming for Success. Key insights and tools regarding the preparation of an international negotiation.		
2	Building and leveraging the appropriate strategy.		
3	A high caliber team focused on the bottom line.		
4	Bringing the right cards to the table of negotiations.		
5	International Negotiation		
6	The “What” cultures vs. the “Who” cultures. Key insights for successful cross-border negotiations.		
7	Dealing-making with the Chinese. Negotiating in the Middle-East. Negotiating in Africa.		
8	Defining Negotiation and Its Components		
9	Personality		
10	Conflict		
11	Negotiation Style		
12	Key Negotiating Temperaments		
13	Communicating in Negotiation		
14	Interests and Goals in Negotiation		

Bibliography

- Barbara A. Budjac Corvette , Conflict Management: A Practical Guide to Developing Negotiation Strategies, Prentice Hall, 2007, Statele Unite ale Americii
- Michael R Carrell and Christina Heavrin, Negotiating Essentials: Theory, Skills, and Practices, Prentice Hall, 2007, Statele Unite ale Americii
- Leigh Thompson , Mind and Heart of the Negotiator, Prentice Hall, 2005, Statele Unite ale Americii
- Laurie S. Coltri , Conflict Diagnosis and Alternative Dispute Resolution, Prentice Hall, 2004, Statele Unite ale Americii

8.2. S(S)		Teaching/Work methods	Recommendations for students
1	Perception in Negotiation		
2	Power in Negotiation		
3	Personnality/Asserting Yourself		
4	Principles of Persuasion		
5	Negotiations between USA, Mexico and Canada to transform NAFTA		
6	Entry strategy into a foreign country (e.g. China) and/or an expansion strategy in a region of the world (e.g. Europe, Africa, the Middle East, South America or Asia)		
7	A high caliber team focused on the bottom line.		
8	Bringing the right cards to the table of negotiations.		
9	The “What” cultures vs. the “Who” cultures. Key insights for successful cross-border negotiations.		
10	Dealing-making with the Chinese. Negotiating in the Middle-East. Negotiating in Africa		
11	Party Coalition – case study		
12	Aaco vs. Zedco – case study		
13	Oil Pricing – case study		
14	Job Negotiation via email – case study		

Bibliography

- Barbara A. Budjac Corvette , Conflict Management: A Practical Guide to Developing Negotiation Strategies, Prentice Hall, 2007, Statele Unite ale Americii
- Michael R Carrell and Christina Heavrin, Negotiating Essentials: Theory, Skills, and Practices, Prentice Hall, 2007, Statele Unite ale Americii
- Leigh Thompson , Mind and Heart of the Negotiator, Prentice Hall, 2005, Statele Unite ale Americii
- Laurie S. Coltri , Conflict Diagnosis and Alternative Dispute Resolution, Prentice Hall, 2004, Statele Unite ale Americii

9. Corroboration of the contents of the discipline with the expectations of the representatives of the epistemic community, of the professional associations and representative employers in the field associated with the programme

Discussions with representants from the business environment and from employers about the expectations they hold of future alumni.

10. Assessment

Type of activity	Assessment criteria	Assessment methods	Percentage in the final grade
10.1. S(S)		Summative examination	40.00
10.2. S(S)			10.00
10.3. Final assessment			50.00
10.4. Modality of grading	Whole notes 1-10		
10.5. Minimum standard of performance	The student needs to gather a minimum score of 50% from the total score for the course.		

Date of listing,
06/06/2020

Signature of the discipline leaders,

Date of approval in the
department

Signature of the Department Director,